

# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**279<sup>th</sup> BSB - Bamberg  
Germany**

# BRIEFING OUTLINE

279<sup>th</sup> BSB - Bamberg

## ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## ▮ **SURVEY RESULTS**

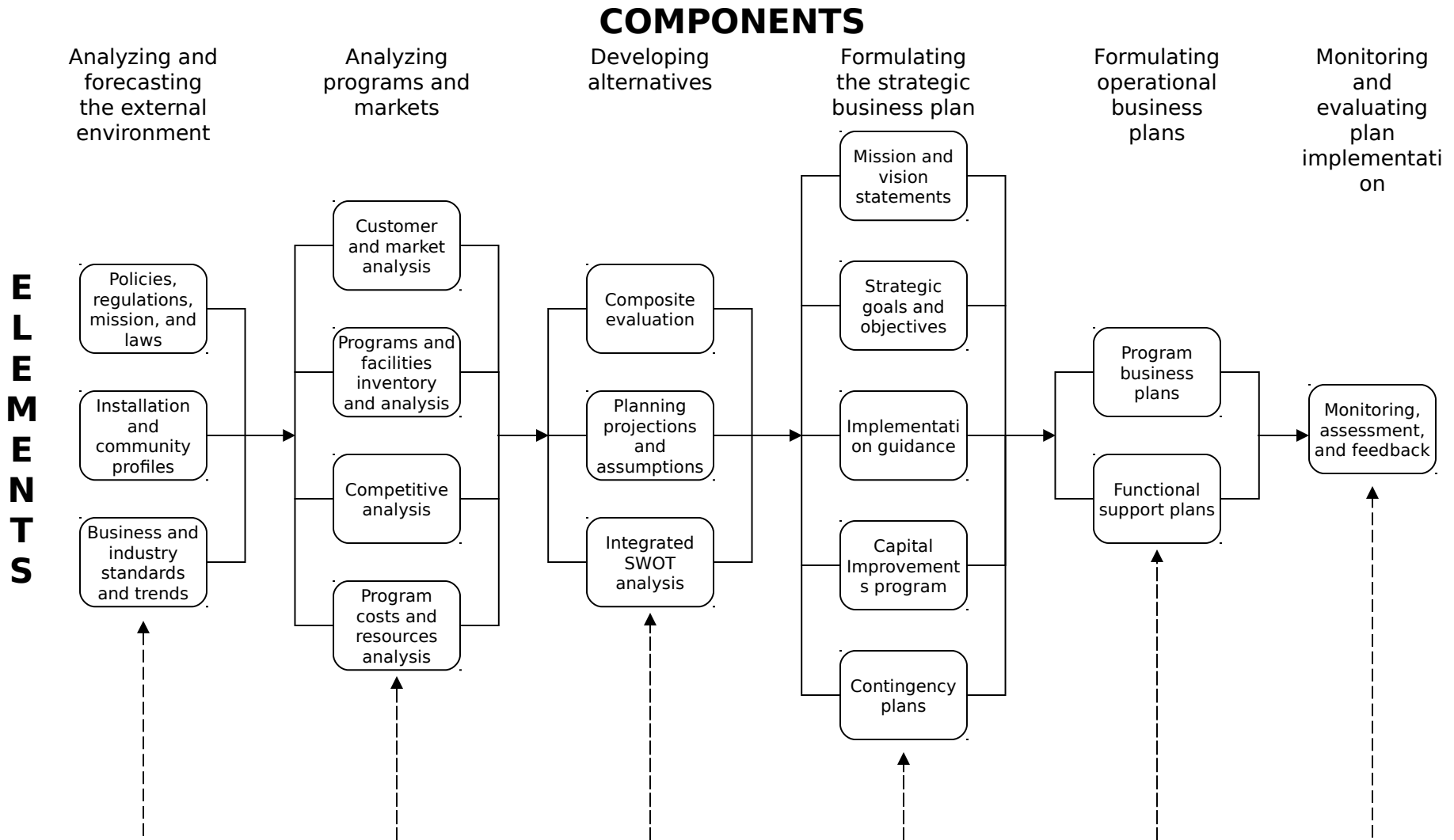
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## ▮ **NEXT STEPS**

# PROJECT OVERVIEW

279<sup>th</sup> BSB - Bamberg

## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

## 279<sup>th</sup> BSB - Bamberg

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,596 surveys were distributed at 279<sup>th</sup> BSB - Bamberg



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## 279<sup>th</sup> BSB - Bamberg

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

|                                  | <u>Survey<br/>Population</u> | <u>Surveys<br/>Distributed</u> | <u>Surveys<br/>Returned</u> | <u>Response<br/>Rate</u> * | <u>Confidence<br/>Interval</u> ** |
|----------------------------------|------------------------------|--------------------------------|-----------------------------|----------------------------|-----------------------------------|
| Army:                            |                              |                                |                             |                            |                                   |
| Survey Totals                    | 1,212,240                    | 249,555                        | 50,651                      | 20.91%                     | ±.43%                             |
| 279 <sup>th</sup> BSB - Bamberg: |                              |                                |                             |                            |                                   |
| Active Duty                      | 3,433                        | 1,160                          | 105                         | 9.05%                      | ±9.42%                            |
| Spouses of Active Duty           | N/A                          | N/A                            | N/A                         | N/A                        | N/A                               |
| Civilian Employees               | 388                          | 436                            | 61                          | 13.99%                     | ±11.52%                           |
| Retirees                         | N/A                          | N/A                            | N/A                         | N/A                        | N/A                               |
| <b>Total</b>                     | <b>3,821</b>                 | <b>1,596</b>                   | <b>166</b>                  | <b>10.40%</b>              | <b>±7.44%</b>                     |

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

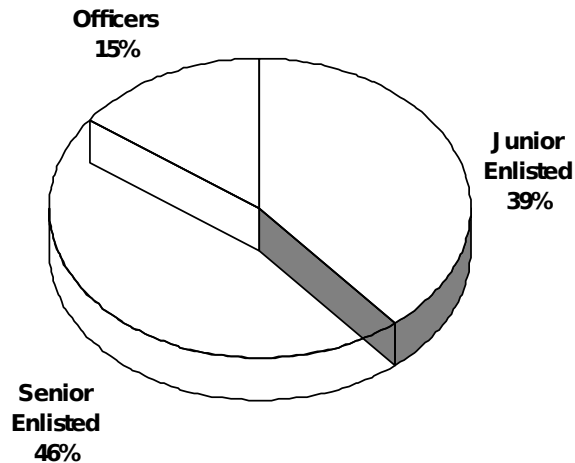
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

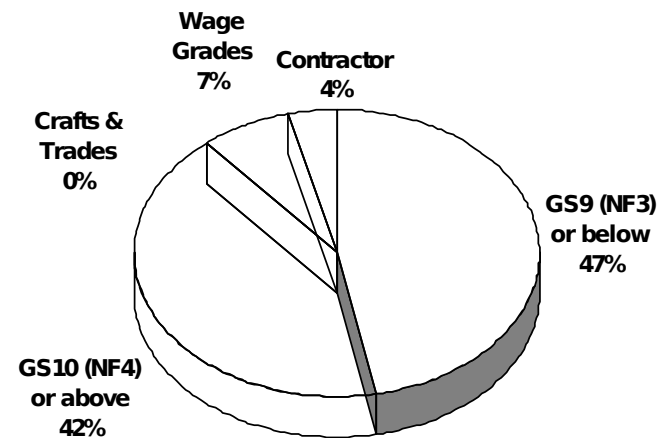
### ACTIVE DUTY

(n = 102)



### CIVILIANS

(n = 55)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

279<sup>th</sup> BSB - Bamberg

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT 279th BSB - BAMBERG

279<sup>th</sup> BSB - Bamberg

## **MOST FREQUENTLY USED FACILITIES**

|                                    |     |
|------------------------------------|-----|
| Fitness Center/Gymnasium           | 93% |
| Athletic Fields                    | 71% |
| Bowling Center                     | 69% |
| Library                            | 68% |
| Recreation/Community Activity Ctr. | 67% |

## **LEAST FREQUENTLY USED FACILITIES**

|                          |     |
|--------------------------|-----|
| BOSS                     | 7%  |
| Child Development Center | 10% |
| Youth Center             | 12% |
| School Age Services      | 12% |
| Gold Course Pro Shop     | 12% |

# MWR PROGRAMS & FACILITIES: SATISFACTION AT 279th BSB - BAMBERG\*

279<sup>th</sup> BSB - Bamberg

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

|                                   |      |
|-----------------------------------|------|
| Fitness Center/Gymnasium          | 4.76 |
| Youth Center                      | 4.51 |
| Multipurpose Sports/Tennis Courts | 4.40 |
| Library                           | 4.37 |
| Athletic Fields                   | 4.37 |

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

|                             |      |
|-----------------------------|------|
| Army Lodging                | 3.60 |
| Golf Course Pro Shop        | 3.61 |
| BOSS                        | 3.72 |
| Golf Course                 | 3.72 |
| Golf Course Food & Beverage | 3.93 |

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT 279th BSB - BAMBERG\*

279<sup>th</sup> BSB - Bamberg

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

|                                   |      |
|-----------------------------------|------|
| Fitness Center/Gymnasium          | 4.71 |
| Youth Center                      | 4.31 |
| Child Development Center          | 4.28 |
| Multipurpose Sports/Tennis Courts | 4.28 |
| Library                           | 4.28 |

## FACILITIES WITH LOWEST QUALITY RATINGS\*

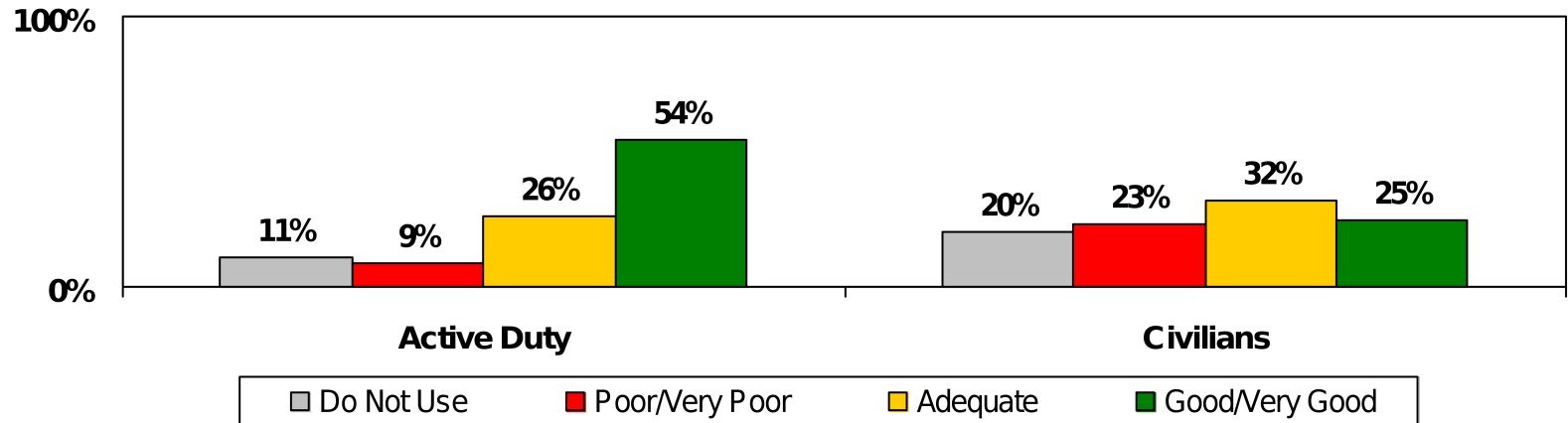
|                      |      |
|----------------------|------|
| Army Lodging         | 3.61 |
| Gold Course Pro Shop | 3.68 |
| Golf Course          | 3.70 |
| BOSS                 | 3.77 |
| Post Picnic Area     | 3.82 |

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

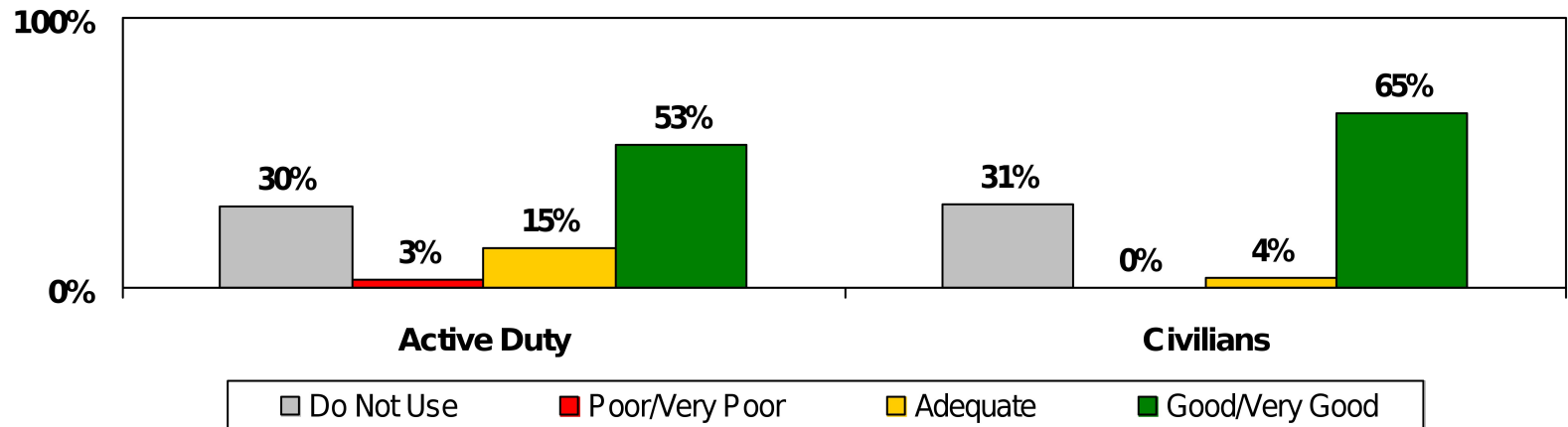
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

279<sup>th</sup> BSB - Bamberg

## Quality of On-Post Services



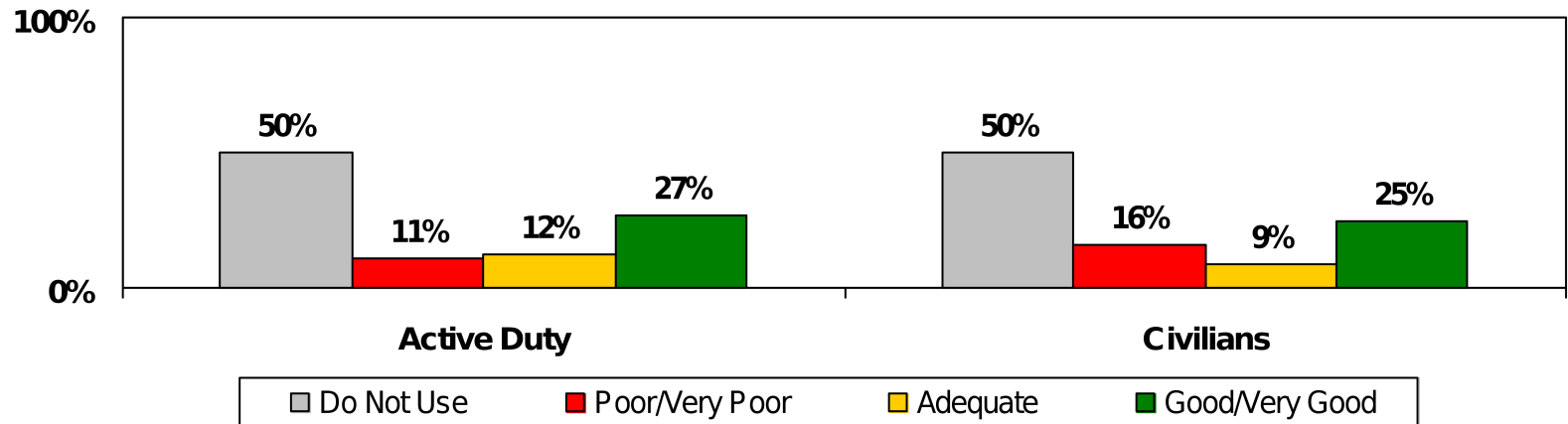
## Quality of Off-Post Services



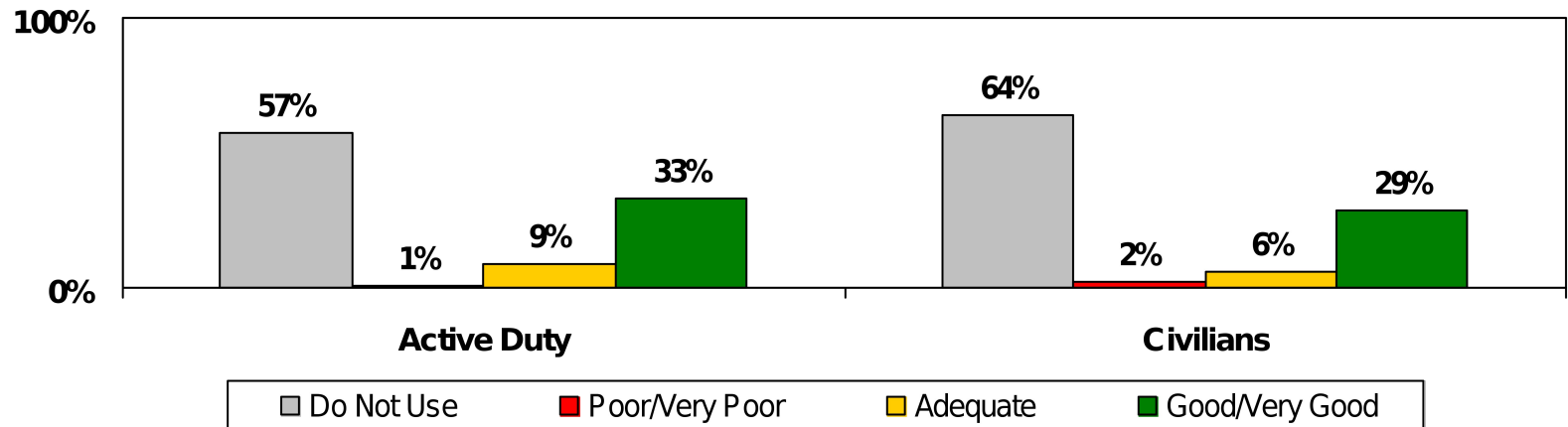
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

279<sup>th</sup> BSB - Bamberg

## Quality of On-Post Services



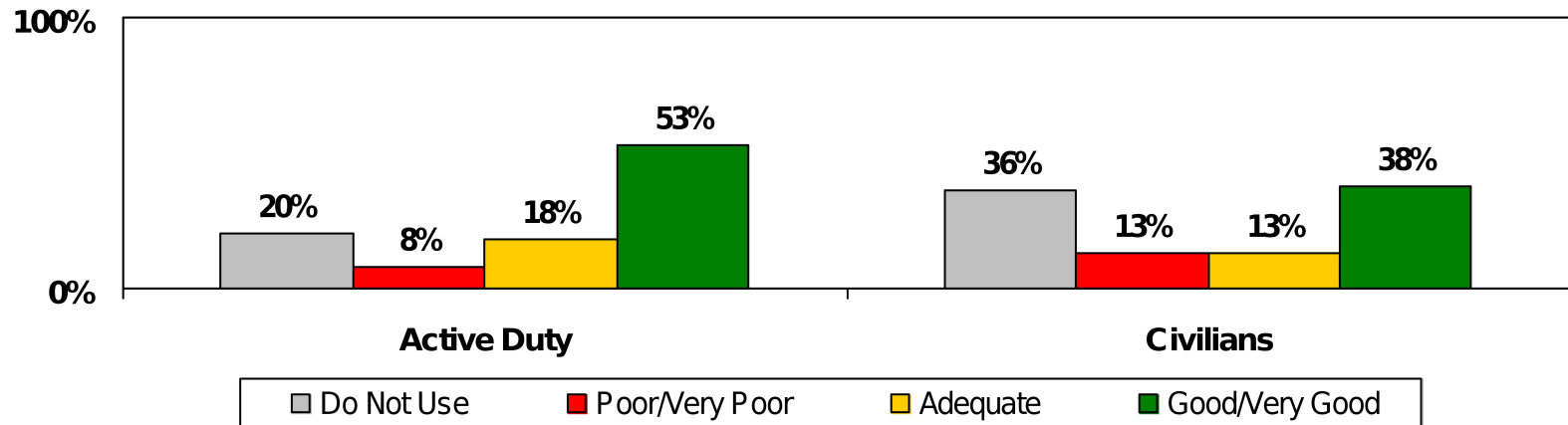
## Quality of Off-Post Services



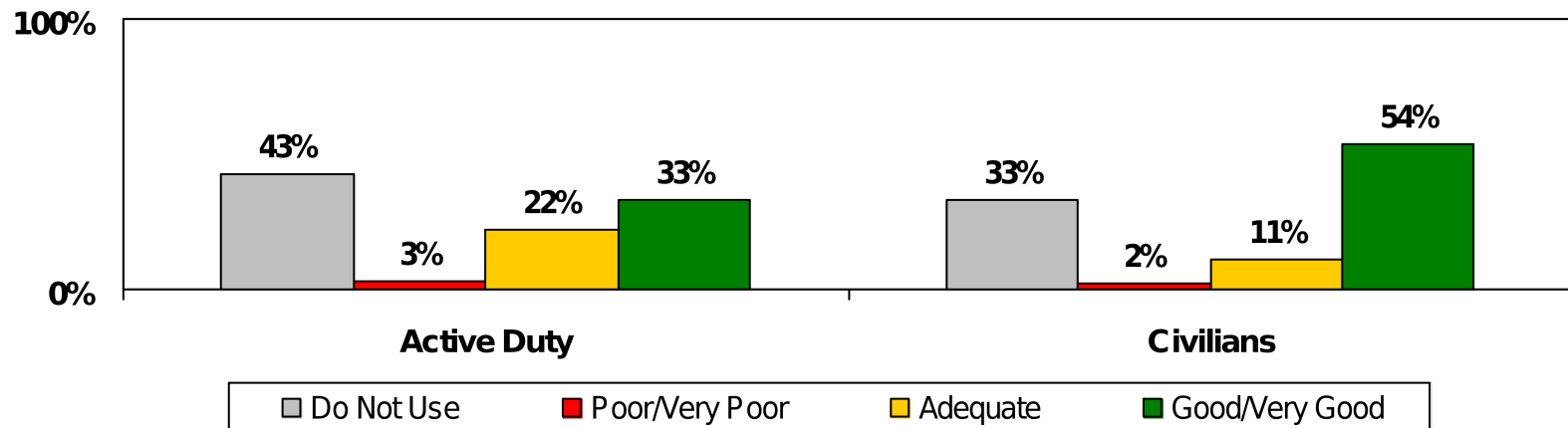
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

279<sup>th</sup> BSB - Bamberg

## Quality of On-Post Services

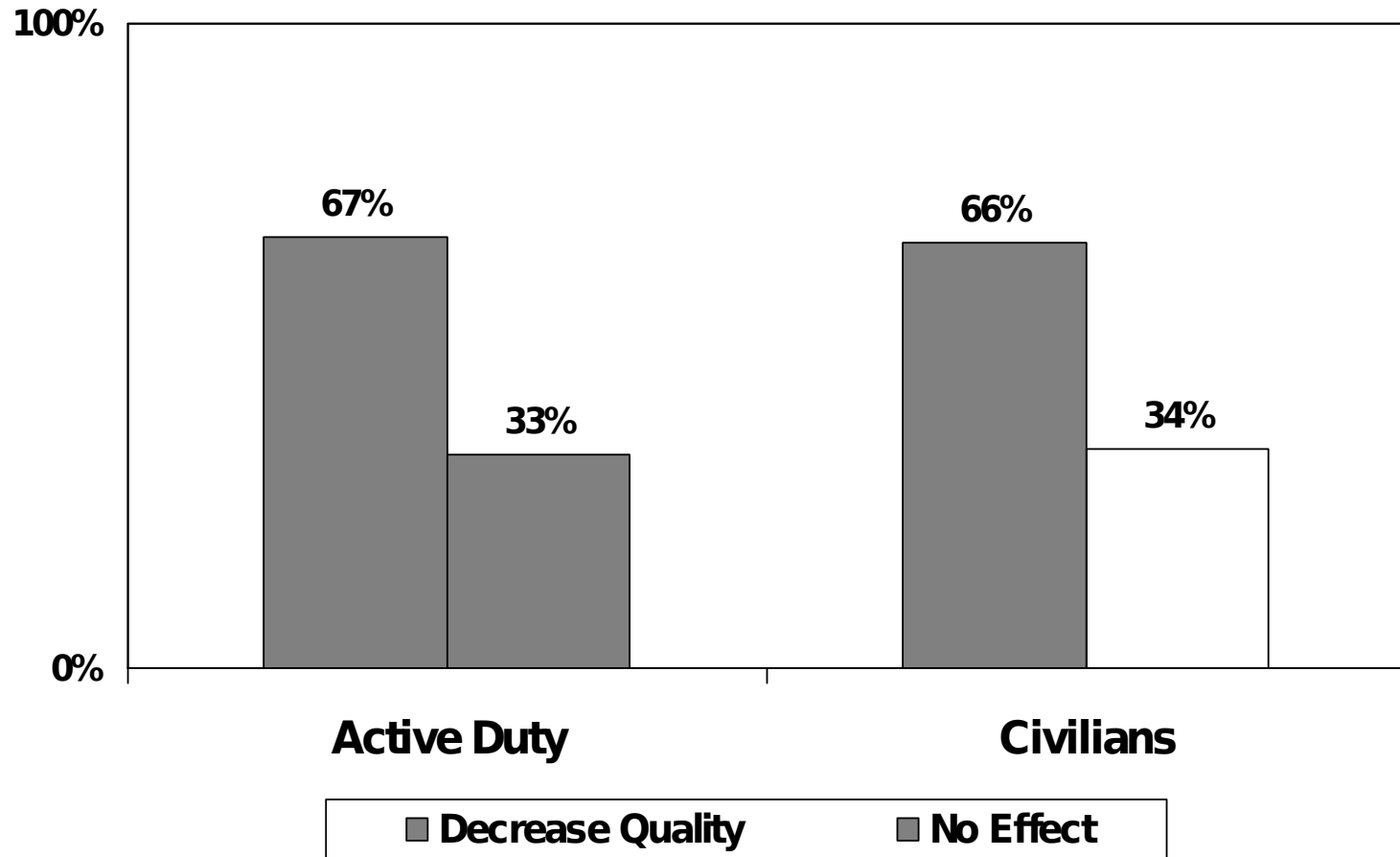


## Quality of Off-Post Services



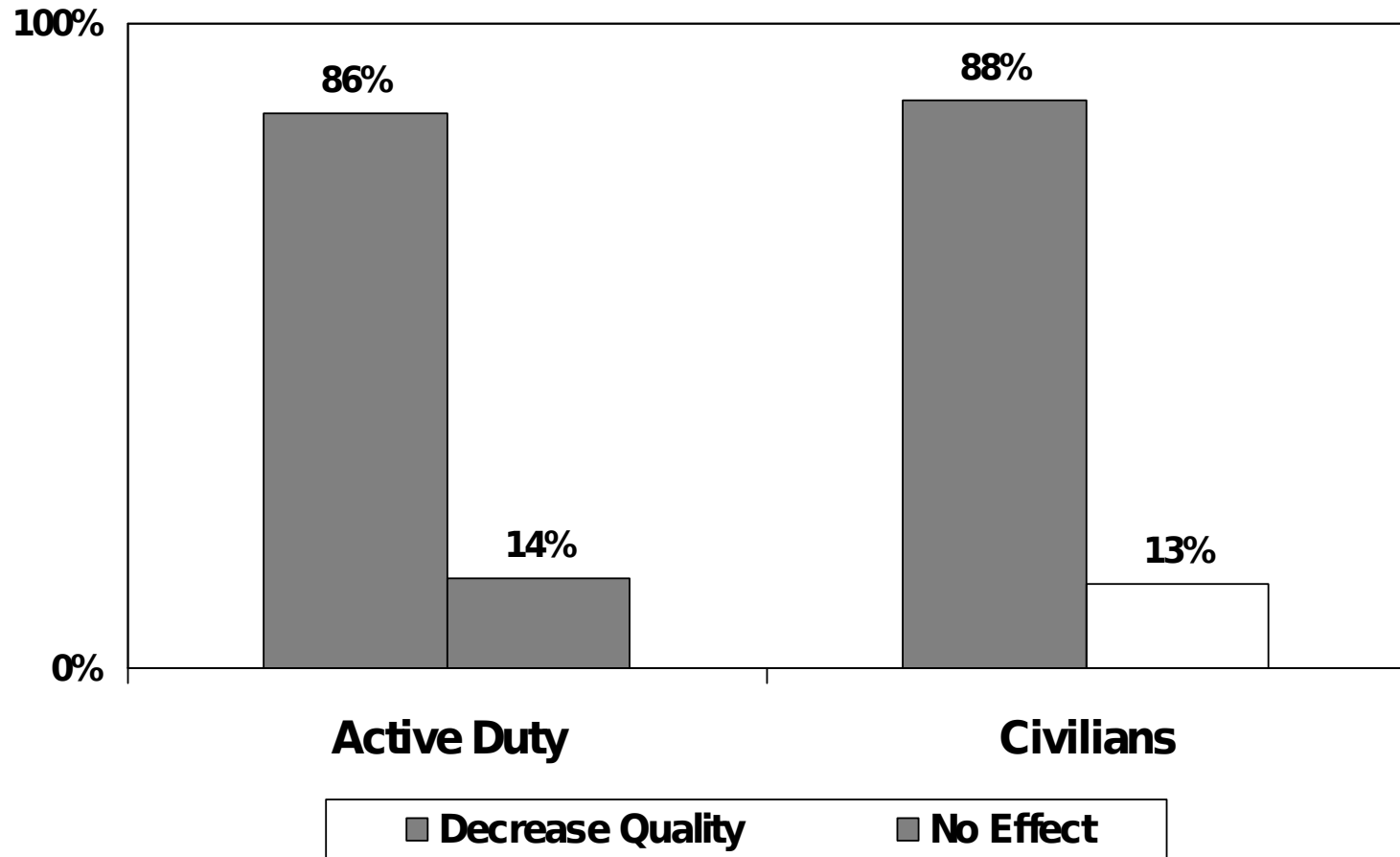
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

279<sup>th</sup> BSB - Bamberg



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

279<sup>th</sup> BSB - Bamberg





# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

279<sup>th</sup> BSB - Bamberg

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

|                          |     |
|--------------------------|-----|
| Fitness Center/Gymnasium | 86% |
| Athletic Fields          | 72% |
| Library                  | 70% |
| Army Lodging             | 56% |
| Bowling Center           | 48% |
| Child Development Center | 47% |
| Youth Center             | 45% |

|                             |     |
|-----------------------------|-----|
| RV Park                     | 69% |
| Cabins & Campgrounds        | 63% |
| Golf Course Pro Shop        | 58% |
| Golf Course Food & Beverage | 53% |
| Bowling Pro Shop            | 52% |
| Clubs                       | 50% |
| Arts & Crafts Center        | 50% |

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

279<sup>th</sup> BSB - Bamberg

| WHERE DO YOU GET INFORMATION?        | ACTIVE DUTY | CIVILIANS  | TOTAL      |
|--------------------------------------|-------------|------------|------------|
| Internet                             | 28%         | 39%        | 29%        |
| E-mail                               | 33%         | <b>52%</b> | 35%        |
| Friends and neighbors                | <b>47%</b>  | 46%        | <b>47%</b> |
| Family Readiness Groups (FRGs)       | 17%         | 6%         | 16%        |
| Bulletin boards on post              | <b>60%</b>  | <b>48%</b> | <b>58%</b> |
| Post newspaper                       | 35%         | <b>50%</b> | 37%        |
| MWR publications                     | 33%         | 41%        | 34%        |
| Radio                                | 13%         | 19%        | 14%        |
| Television                           | 37%         | 30%        | 37%        |
| My child(ren) let(s) me know         | 6%          | 2%         | 6%         |
| Other unit members or co-workers     | 34%         | 24%        | 33%        |
| Unit or post commander or supervisor | 24%         | 6%         | 22%        |
| Marquees/billboards                  | 26%         | 46%        | 28%        |
| Flyers                               | <b>45%</b>  | 43%        | <b>45%</b> |
| Other                                | 6%          | 6%         | 6%         |
| I never hear anything                | 4%          | 0%         | 4%         |

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

279<sup>th</sup> BSB - Bamberg

| MWR PROGRAM/SERVICE                      | ACTIVE DUTY |
|--|-------------|
| Army Child and Youth Services            | 78%         |
| Better Opportunities for Single Soldiers | 33%         |
| Army Community Service                   | 61%         |
| MWR Programs and Services                | 82%         |

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

279<sup>th</sup> BSB - Bamberg

| ACS PROGRAMS                                      | AWARENESS | BENEFICIAL* | NOT BENEFICIAL* |
|---|-----------|-------------|-----------------|
| Information and Referral                          | 50%       | 84%         | 16%             |
| Outreach programs                                 | 45%       | 67%         | 33%             |
| Family Readiness Groups                           | 67%       | 79%         | 21%             |
| Relocation Readiness Program                      | 61%       | 87%         | 13%             |
| Family Advocacy Program                           | 68%       | 76%         | 24%             |
| Crisis intervention                               | 53%       | 72%         | 28%             |
| Money management classes,<br>budgeting assistance | 65%       | 86%         | 14%             |
| Financial counseling, including tax<br>assistance | 63%       | 90%         | 10%             |
| Consumer information                              | 37%       | 92%         | 8%              |
| Employment Readiness Program                      | 50%       | 93%         | 7%              |
| Foster child care                                 | 29%       | 78%         | 22%             |
| Exceptional Family Member Program                 | 58%       | 74%         | 26%             |
| Army Family Team Building                         | 47%       | 70%         | 30%             |
| Army Family Action Plan                           | 41%       | 79%         | 21%             |

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

279<sup>th</sup> BSB - Bamberg

| POSITIVE* ACS IMPACTS                            | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job                         | 58%         |
| Personal job performance/readiness               | 60%         |
| Unit cohesion and teamwork                       | 55%         |
| Unit readiness                                   | 57%         |
| Relationship with my spouse                      | 50%         |
| Relationship with my children                    | 58%         |
| My family's adjustment to Army life              | 55%         |
| Family preparedness for deployments              | 61%         |
| Ability to manage my finances                    | 53%         |
| Feeling that I am part of the military community | 53%         |

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

279<sup>th</sup> BSB - Bamberg

| POSITIVE* CYS IMPACTS  | ACTIVE DUTY |
|--|-------------|
| Helps minimize lost duty/work time due to lack of child care/youth sponsorship options | 94%         |
| Helps minimize lost duty/work time due to lack of child care/youth services            | 89%         |
| Plays a role in influencing my decision/my spouse's decision to remain in the Army     | 71%         |
| Allows me to work outside my home  | 93%         |
| Allows me to work at home  | 82%         |
| Offers me an employment opportunity within the CYS program                             | 89%         |
| Allows me/my spouse to better concentrate on my/our job(s)                             | 86%         |
| Provides positive growth and development opportunities for my children                 | 72%         |

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

279<sup>th</sup> BSB - Bamberg

| POSITIVE* BOSS IMPACTS                               | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job                             | 37%         |
| Personal job performance/readiness                   | 35%         |
| Unit cohesion and teamwork                           | 35%         |
| Unit readiness                                       | 30%         |
| Ability to manage my finances                        | 32%         |
| Feeling that I am part of the military community     | 40%         |
| Relationship with my children (single parents)       | 32%         |
| My family's adjustment to Army life (single parents) | 32%         |
| Family preparedness for deployments (single parents) | 35%         |

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

|                                     |     |
|-------------------------------------|-----|
| Internet access (library)           | 62% |
| Entertaining guests at home         | 60% |
| Reading                             | 54% |
| Internet access/applications (home) | 50% |
| Night clubs/lounges                 | 50% |
| Reference/research services         | 44% |
| Multi-media (videos, DVDs, CDs)     | 42% |
| Dancing                             | 42% |
| Study/self development              | 39% |
| Special family events               | 38% |

## Top 5 for Active Duty

|                                     |     |
|-------------------------------------|-----|
| Internet access (library)           | 63% |
| Entertaining guests at home         | 60% |
| Reading                             | 53% |
| Night clubs/lounges                 | 51% |
| Internet access/applications (home) | 49% |

## Top 5 for Civilians

|                                     |     |
|-------------------------------------|-----|
| Entertaining guests at home         | 66% |
| Internet access/applications (home) | 63% |
| Internet access (library)           | 60% |
| Reading                             | 59% |
| Multi-media (videos, DVDs, CDs)     | 54% |



# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

279<sup>th</sup> BSB - Bamberg

## Team Sports

|                                  |     |
|----------------------------------|-----|
| Basketball                       | 24% |
| Touch/flag football              | 20% |
| Softball                         | 17% |
| Self-directed sports tournaments | 14% |
| Soccer                           | 14% |

## Outdoor Recreation

|                                |     |
|--------------------------------|-----|
| Bicycle riding/mountain biking | 32% |
| Picnicking                     | 26% |
| Snow skiing/snowboarding       | 21% |
| Camping/hiking/backpacking     | 17% |
| Volksmarching                  | 15% |

## Social

|                             |     |
|-----------------------------|-----|
| Entertaining guests at home | 60% |
| Night clubs/lounges         | 50% |
| Dancing                     | 42% |
| Special family events       | 38% |
| Happy hour/social hour      | 34% |

## Sports and Fitness

|                          |     |
|--------------------------|-----|
| Cardiovascular equipment | 15% |
| Bowling                  | 14% |
| Weight/strength training | 14% |
| Running/jogging          | 13% |
| Walking                  | 12% |

## Entertainment

|                                   |     |
|-----------------------------------|-----|
| Watching TV, videotapes, and DVDs | 29% |
| Festivals/events                  | 26% |
| Going to movie theaters           | 22% |
| Live entertainment                | 19% |
| Billiards/game room/video arcades | 16% |

## Special Interests

|                                     |     |
|-------------------------------------|-----|
| Internet access/applications (home) | 50% |
| Automotive detailing/washing        | 36% |
| Automotive maintenance & repair     | 31% |
| Computer games                      | 26% |
| Digital photography                 | 17% |

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

279<sup>th</sup> BSB - Bamberg

| ACTIVITIES                      | PARTICIPATED<br>PRIMARILY<br>ON POST | PARTICIPATED<br>PRIMARILY<br>OFF POST | OVERALL<br>PARTICIPATION |
|---------------------------------|--------------------------------------|---------------------------------------|--------------------------|
| Internet access (library)       | 62%                                  | N/A                                   | 62%                      |
| Reading                         | 54%                                  | N/A                                   | 54%                      |
| Reference/research services     | 44%                                  | N/A                                   | 44%                      |
| Multi-media (videos, DVDs, CDs) | 42%                                  | N/A                                   | 42%                      |
| Study/self development          | 39%                                  | N/A                                   | 39%                      |
| Entertaining guests at home     | 31%                                  | 30%                                   | 60%                      |
| Automotive maintenance & repair | 27%                                  | 3%                                    | 31%                      |

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

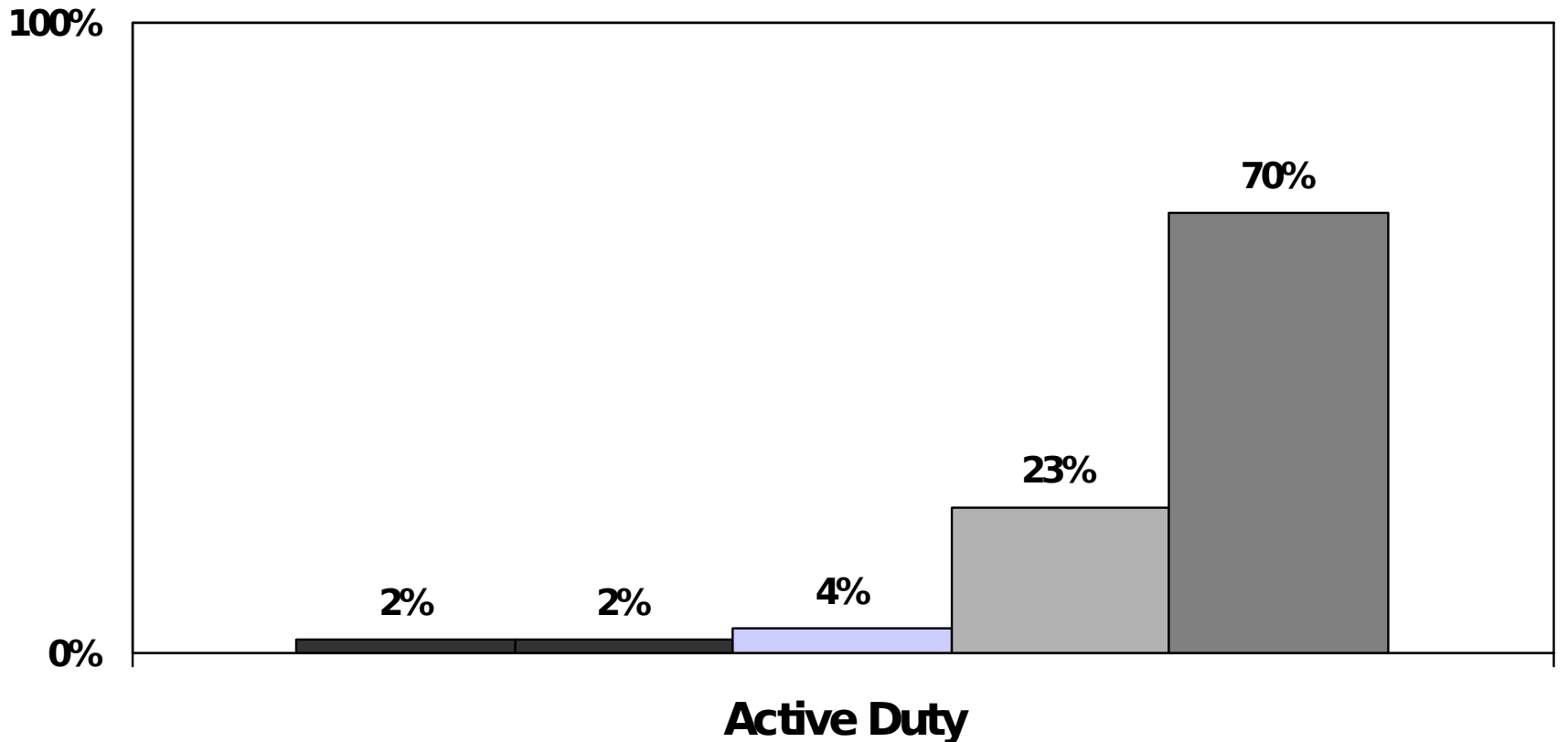
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| ACTIVITIES                          | PARTICIPATED<br>PRIMARILY<br>ON POST | PARTICIPATED<br>PRIMARILY<br>OFF POST | PARTICIPATED<br>PRIMARILY<br>AT HOME | OVERALL<br>PARTICIPATION |
|-------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------|
| Internet access/applications (home) | 26%                                  | 1%                                    | 23%                                  | 50%                      |
| Automotive detailing/washing        | 26%                                  | 5%                                    | 5%                                   | 36%                      |
| Automotive maintenance & repair     | 27%                                  | 3%                                    | 1%                                   | 31%                      |
| Computer games                      | 6%                                   | 0%                                    | 19%                                  | 26%                      |
| Digital photography                 | 4%                                   | 5%                                    | 8%                                   | 17%                      |
| Gardening                           | 2%                                   | 2%                                    | 8%                                   | 12%                      |
| Picture framing                     | 11%                                  | 0%                                    | 0%                                   | 12%                      |

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

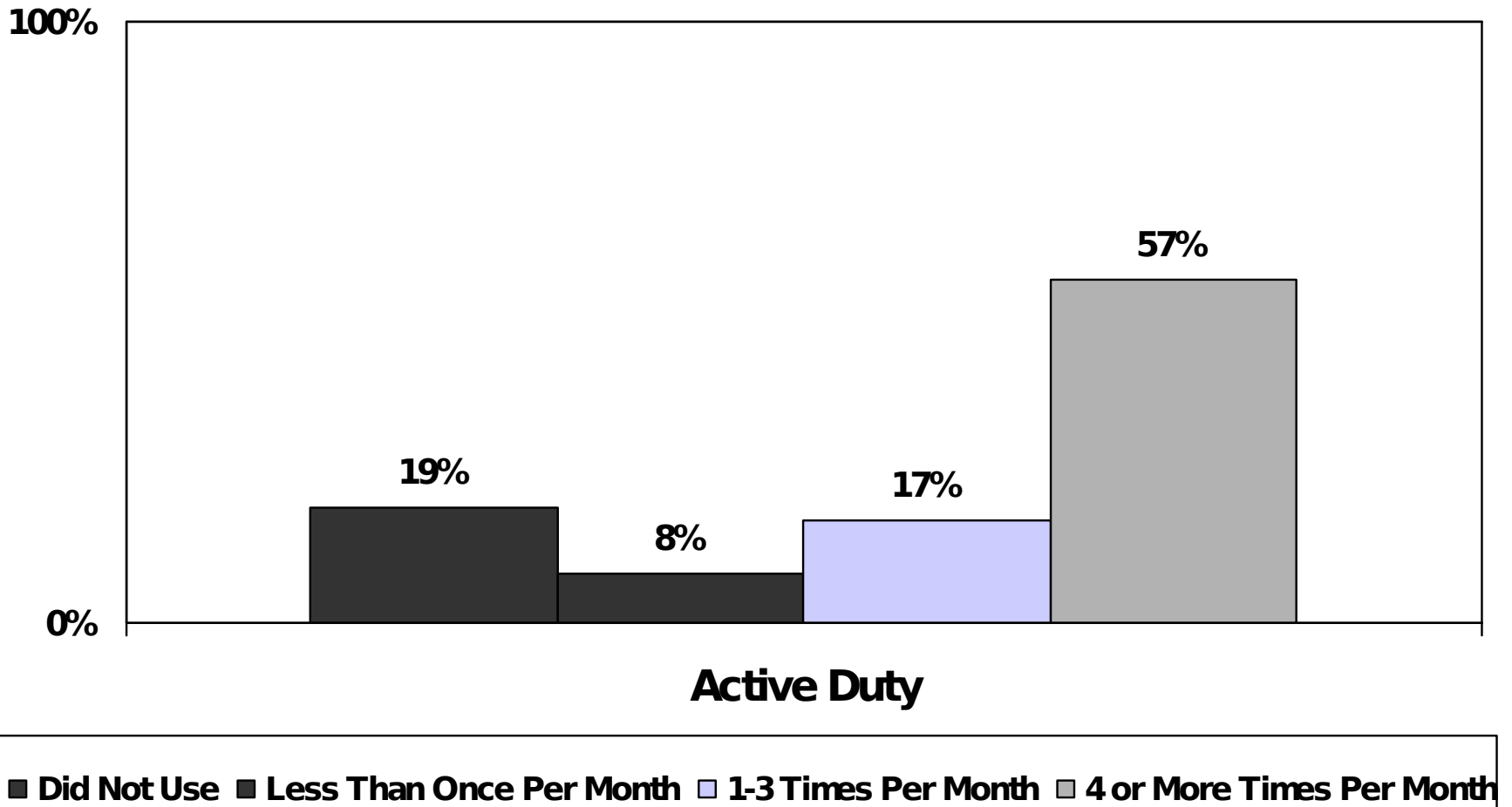
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

279<sup>th</sup> BSB - Bamberg



# CAREER INTENTIONS: ACTIVE DUTY

279<sup>th</sup> BSB - Bamberg

| Current Plans About Making the Military Your Career | ACTIVE DUTY |
|---|-------------|
| Definitely will not make military a career          | 16%         |
| Probably will not make military a career            | 13%         |
| Undecided   | 18%         |
| Probably will make military a career                | 18%         |
| Definitely will make military a career              | 35%         |

# NEXT STEPS

279<sup>th</sup> BSB - Bamberg

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)